MARLBORO GEAR

250 People Win The Whole Store.

Here's your chance to win all the new Gear from the Mariboro Gear Catalog. Everything from boots and bags, to CD players and cameras. Even an oversized gear bag with wheels. 16 exclusive items in all.

And all you have to do to enter, is just fill out this form and send it in. Cards must be received by 6/30/95.

Mail to: Mariboro Gear Sweenstakes P.O. Box 362946 Des Moines, IA 50336

MR./MRS./MS. (CRICLE ONE. HROY M.I. LATY ADDRESS	5. What, if any, was your previous brand? (brand) 6. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.) Go to another store to buy my regular brand. Buy another type or length of my regular brand. Buy a different brand entirely. If Winch other brands would you consider buying? (Check all) that apply.)	
By responding to this sweepstrkes/survey and signing below, I certify that I am a smoker 21 years of age or older, I have read and understand the official rules. I am also willing to receive free cigarettes and branded incontive items in the mail, subject to applicable state and federal law. Survey not transferable. SIGNATURE(required)		
BIRTH INTE(required)	8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton=10 packs.)	
Month Day Year 1. What is your regular brand of digarettes—that is, the brand you smoke most often?	Brand Name # of Packs	
2. Is your regular brand? (Check one.) Menthol Non-Menthol 3. Do you usually buy it by the? (Check one.) Pack Garton Both ways 4. How long have you smoked this brand? (Check one.) Less than 1 year 2 to 3 years Over 5 years 1 to 2 years 3 to 5 years	9. Do you have a friend 21 years of age or older, who smokes and would like to receive free cigarattes and branded incentive items in the mail? Please print their full name and phone number with area code.	nis new?

OFFICIAL SWEEPSTAKES RULES

OFFICIAL BULES-NO PURCHASE NECESSARY LIMITED TO SMOKERS 21 OFFICIAL RULES—NO PURCHASE NEGESSARY LIMITED TO SMOKERS 21 YEARS OF AGE OR CLUER. Complete the smokers' survey, provide your name, address with ZIP code, telephone number and date of birth and sign the sur-vey. To receive an official entry form by mail, print your complete name and address, including ZIP code and birth date on a 3" x 5" place of paper and mail to: MARILBORO Gear Sweepstakes, P.O. Box 6014, Melville, NY 11775-6014. Limit one request per envelope. Requests must be received by May 30, 1995.

To enter the Grand Prize drawing, detach your completed survey along the perforation and mail to: Marlboro Gear Sweepstakes RO. Box 382946, Des Moines, IA 50338. Entries must be submitted individually, photocopies, facsimiles and other reproductions not accepted. No responsibility is assumed for lost, illegible, incomplete, misdirected or late entries by mail. PHILIP MORRIS INCORPORATED does not assume responsibility for typographical or other errors in the printing of the offer, administration of the sweepstakes or in the announcement of the prizes. All entries become the property of PHILIP MORRIS INCORPORATED and will not be returned.

A random drawing will be held on or about August 1, 1995 from among all A random drawing will be held on or about August 1, 1995 from among all complete, legible entries received. Two hundred fifty Grand Prizes consisting of one of each item offered in the 1995 Mariboro Cear Catalog will be awarded. The prize includes: Cap, Throe 1-Shirts, Lighter, Walstpack, Sweatshirt, Backpack, Pokes 9s. Signature Jacket, Roller Bag, Radio/Lantam, Hammock, Down Coat, Heater/Dooler, Camera, CD Player, and Boots. Total approximate retail value of prize package is \$1,020.00. All prizes will be awarded. Odds of winning will depend on the number of eligible entries received. Drawing will be conducted by an independent judging organization whose decisions on all

matters relating to this sweepstakes will be final. Winners will be notified by certified mail. Prizes are nontransferable; no substitutions allowed. Cash equivalents may be provided at the sole discretion of PHILIP MORRIS INCORPORATED. Winners will be responsible for payment of any federal, state or local taxes. Winners will be required to verify address and execute an affidant of eligibility and liability/publicity release within 14 days of notification or alternate winners will be selected.

PHILIP MORRIS INCORPORATED and its agencies assume no responsibility or liability for darrages, losses or injury resulting from acceptance or use of prizes. PHILIP MORRIS INCORPORATED makes no express warranty, guaranty or representation of any kind concerning prizes and disclaims any implied warranties. By accepting prizes, winners grant PHILIP MORRIS INCORPORATED the right to use winners' names and likenesses in the promotional activities relating to this sweepstakes without further notification to, permission from or compensation to the winners, except where prohibited by law.

Sweepstakes open to U.S. residents who are smokers 21 years of age or older at the time of entry. Employees and their families of PHILIP MORRIS INCORPORATED, its affiliates, advertising agencies, Don Japoda Associates and other agents are not eligible. Subject to all federal, state and local laws and regulations, Volid in MICHIGAN AND MASSACHUSETTS AND WHEREVER ELSE PROHIBITED.

For the mames of the winners, send a stamped, self-addressed envelope to: "MARLBORO Cear Sweepstakes" Winners, P.O. Box 6001, Melville, NY 11775-6001. Available after September 1, 1995.

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